

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claim 1 in accordance with the following:

1. (CURRENTLY AMENDED) A commerce information managing method for managing commerce information, comprising:

receiving a request to generate a commercial message broadcast and commercial message information relating to the commercial message broadcast from at least one of a merchandise producer and a service provider;

requesting a concurrent broadcast of the commercial message broadcast and the commercial message information relating to the commercial message broadcast generated according to commerce information, during broadcast of a main program; and

receiving at a broadcast reception terminal device of a client, as part of the commerce information, commercial message broadcast designation information contained in the commercial message information and designating at least the commercial message broadcast when ~~a~~the client sees the commercial message broadcast, performs an instruction for displaying the commercial message information relating to the commercial message broadcast and purchases merchandise or a service in the commercial message information relating to the commercial message broadcast.

2. (PREVIOUSLY PRESENTED) The method according to claim 1, wherein said commercial message information contains at least one of a merchandise catalog, a merchandise guide book in which merchandise is classified based on a characteristic of each piece of merchandise, a merchandise purchase support page supporting purchase of merchandise based on the merchandise guide book, a service catalog, a service guide book in which a service is classified based on a characteristic of each service, and a service purchase support page supporting purchase of a service based on the service guide book.

3. (PREVIOUSLY PRESENTED) The method according to claim 2, wherein:  
said commercial message information is described in an XML data format; and  
specific information contained in the commercial message information is distributed.
  
4. (PREVIOUSLY PRESENTED) The method according to claim 1, wherein a broadcast  
program for broadcasting the commercial message broadcast and the commercial message  
information relating to the commercial message broadcast is bought from the broadcasting  
station.
  
5. (PREVIOUSLY PRESENTED) The method according to claim 4, wherein said  
broadcast program is changed based on at least one of merchandise inventory information  
about the merchandise producer and service providing information about the service provider.
  
6. (PREVIOUSLY PRESENTED) The method according to claim 1, further comprising:  
analyzing data of the commerce information being managed; and  
transmitting an analysis result to the merchandise producer or the service provider.
  
7. (ORIGINAL) The method according to claim 1, wherein said commerce information  
contains any of information relating to merchandise or a service, attribute data of the client, and  
information about merchandise or a service purchased by the client.
  
8. (ORIGINAL) The method according to claim 1, further comprising distributing  
instructions about merchandise or a service generated by the merchandise producer or the  
service provider to a shop at which a client receives merchandise or a service so that the client  
can receive a support of aftercare for the merchandise or the service.
  
9. (PREVIOUSLY PRESENTED) The method according to claim 1, further comprising  
assigning the client a service point based on the commercial message broadcast designation  
information, information about merchandise or a service purchased by the client, and attribute  
data of the client.
  
10. (WITHDRAWN) A method for offering to purchase merchandise or a service,  
comprising:

receiving commercial message information in parallel with a commercial message broadcast related thereto, through a broadcasting station generated by a commerce out-sourcing center receiving a request from at least one of a merchandise producer and a service provider according to commerce information managed by the commerce out-sourcing center;

offering to purchase merchandise or a service in the commercial message information relating to the commercial message broadcast displayed according to an instruction for displaying the commercial message information relating to the commercial message broadcast; and

transmitting commercial message broadcast designation information obtained from the commercial message information and designating at least the commercial message broadcast to the commerce out-sourcing center.

11. (WITHDRAWN) The method according to claim 10, wherein said commercial message broadcast designation information is transmitted through Internet or a communication line from a client home or a shop where a transmitting terminal is provided.

12. (WITHDRAWN) The method according to claim 10, wherein when a client purchases merchandise or a service according to the commercial message information, an authenticating process is performed by an authentication organization.

13. (WITHDRAWN) The method according to claim 12, wherein:  
said client owns a terminal; and  
said authentication organization continuously obtains positional information about the terminal, and performs an authenticating process by comparing positional information about the terminal obtained when the authenticating process is performed with continuously obtained positional information about the terminal.

14. (WITHDRAWN) The method according to claim 12, wherein:  
said client owns a terminal;  
said terminal comprises:  
    an identifier identifying a person; and  
    a living information obtaining unit obtaining living information;  
said authentication organization maintains stored living information of the person associated with the identifier;

when an authenticating process is performed by said authentication organization, said terminal transmits the identifier and the living information obtained by said living information obtaining unit to the authentication organization; and

said authentication organization designates the stored living information associated with the identifier based on the identifier received from said terminal, performs the authenticating process by comparing the stored living information with the living information transmitted from the terminal, and transmits a result of the authenticating process to a target which requires the result.

15. (WITHDRAWN) The method according to claim 14, wherein said authentication organization maintains an emotion estimation unit for estimating emotion from the living information received from the terminal, and notifies a public peace and order maintaining organization when the living information indicates fear based on estimation of emotion according to the living information by said emotion estimation unit.

16. (WITHDRAWN) The method according to claim 14, wherein said living information is voice information, face image information, or face animation information.

17. (WITHDRAWN) The method according to claim 14, wherein said living information is a plurality of face images indicating different expressions obtained when an expression of a face changes.

18. (WITHDRAWN) The method according to claim 14, wherein:  
said living information obtained by said living information obtaining unit is voice information and animation information about a mouth portion of a face;  
when said authentication organization performs an authenticating process;  
said terminal transmits the voice information and the animation information about the mouth portion obtained by said living information obtaining unit to the authentication organization; and  
said authentication organization performs an authenticating process based on the voice information and the animation information about the mouth portion transmitted from the terminal, checks synchronization between the mouth portion and the voice, and transmits a result of the authenticating process to a target which requires the result.

19. (WITHDRAWN) The method according to claim 18, wherein:

said terminal further comprises an outline information obtaining unit outputting animation information only about an outline of a mouth portion from the animation information about the mouth portion obtained from said living information obtaining unit;

when said authentication organization performs an authenticating process, said terminal transmits the voice information and the animation information only about the outline of the mouth portion; and

the authentication organization performs an authenticating process based on the voice information and the animation information only about the outline of the mouth portion transmitted from the terminal, checks synchronization between the mouth portion and the voice.

20. (WITHDRAWN) The method according to claim 13, wherein said authentication organization does not authenticate a user when determining that an amount of position movement per unit time of the terminal is large according to continuously obtained positional information about the terminal, and there is no continuity of the position.

21. (WITHDRAWN) The method according to claim 20 wherein:

said terminal transmits a type of transportation input by an owner to the authentication organization; and

based on the type of the transportation, said authentication organization changes an amount of position movement based on which it is determined that there is no continuity of the position.

22. (WITHDRAWN) The method according to claim 15, wherein said living information according to which emotion is estimated by said emotion estimation unit is face image information.

23. (WITHDRAWN) The method according to claim 15, wherein said living information according to which emotion is estimated by said emotion estimation unit is voice information.

24. (WITHDRAWN) The method according to claim 10, further comprising transmitting information about the merchandise or service purchased by a client, and attribute data of the client with commercial message broadcast designation information.

25. (WITHDRAWN) The method according to claim 24, wherein when said client purchases merchandise or a service, the client place an order at an Internet shop.

26. (WITHDRAWN) The method according to claim 13, wherein said authentication organization performs an authenticating process according to continuously obtained positional information about the terminal when a plurality of terminals having the same identification numbers appear in a unit time.

27. (WITHDRAWN) A commerce information distribution system, comprising:  
a commerce out-sourcing center having a computer for managing commerce information for receiving a request to generate a commercial message broadcast and commercial message information relating to the commercial message broadcast from at least one of a merchandise producer and a service provider;

a broadcasting station broadcasting, in parallel, both the commercial message broadcast and the commercial message information relating to the commercial message broadcast generated according to commerce information; and

a terminal transmitting commercial message broadcast designation information obtained from the commercial message information and designating at least the commercial message broadcast to the commerce out-sourcing center when a client sees the commercial message broadcast and performs an instruction for displaying the commercial message information relating to the commercial message broadcast and purchases merchandise or a service in the commercial message information relating to the commercial message broadcast.

28. (CURRENTLY AMENDED) A commerce information management apparatus, comprising:

a commercial message information generation unit generating a commercial message broadcast and commercial message information relating to the commercial message broadcast according to managed commerce information after receiving a request from a merchandise producer or a service provider;

a request unit requesting a broadcasting station to broadcast both the commercial message broadcast and the commercial message information relating to the commercial message broadcast concurrently via a single broadcast medium during a main program; and

a management unit receiving commercial message broadcast designation information contained in the commercial message information and designating at least a commercial message broadcast seen by a client from a terminal used by the client when the client purchases merchandise or a service in the commercial message information relating to the commercial message broadcast after the client sees the commercial message broadcast and performs an instruction for displaying the commercial message information relating to the commercial message broadcast, and managing the commercial message broadcast designation information as part of the commerce information.

29. (PREVIOUSLY PRESENTED) A commerce information management apparatus, comprising:

a first reception unit receiving information about merchandise or a service upon receipt of a request from a merchandise producer or a service provider;

a second reception unit receiving information about a client or information about merchandise or a service included in commercial message information and purchased by a client, as commerce information when the client sees a commercial message broadcast, performs an instruction for displaying the commercial message information relating to the commercial message broadcast and purchases the merchandise or the service while the commercial message broadcast and the commercial message information relating to the commercial message broadcast are broadcasted concurrently during a main program; and

a management unit collectively managing the commerce information.